

Stars!



JOHN

FRANCES

PAT

GARFIELD * FARMER * O'BRIEN

**In the Exciting Picturization of
REX BEACH'S Best Loved Adventure Story**

Action!
**FLOWING
GOLD**

with **RAYMOND WALBURN * CLIFF EDWARDS**
TOM KENNEDY

Directed by **ALFRED GREEN** * Screen Play by Kenneth Gamet
A Warner Bros.-First National Picture

B.O. Draw!

from **WARNERS**...the company
that makes it flow steadiest!



**Showman's
Exploitation
Explosion!**

WHAT A THRILL!

There's a new screen thrill for you in this saga of "the oil bums". Live with them, love with them as they drift from one boom town to the next... making millions for others, getting nothing for themselves... nothing but the thrill of striking OIL!



JOHN
GARFIELD
King of the trouble-shooters!

FRANCES
FARMER
Trouble enough for any man!

PAT
O'BRIEN
Double trouble—but tough!

"FLOWING GOLD"



REX BEACH's immortal story of
real men...and their women
with
RAYMOND WALBURN • CLIFF EDWARDS • TOM KENNEDY
Directed by ALFRED GREEN
A WARNER BROS.-First Nat'l Picture
Screen Play by Kenneth Gamet

Mat 401 — 12½ inches x 4 columns (696 lines) — 60c

**EVEN MORE THRILLING THAN THE
CRY OF "OIL!"...THE LIVES
OF THE MEN WHO BATTLE FOR IT!**



They'd rather have danger than dollars, fun than fortune. That's why they ask no part of the wealth of black gold that flows through their hands...no part but the thrill of finding it!

**JOHN
GARFIELD**

A good guy who gets bad breaks...

**FRANCES
FARMER**

One good break he's gotten...

**PAT
O'BRIEN**

And a tough break for anyone...



**REX BEACH'S most famous story, with
RAYMOND WALBURN · CLIFF EDWARDS · TOM KENNEDY
Directed by ALFRED GREEN**

Screen Play by Kenneth Gamet · A WARNER BROS. First National Picture

AND A CREW OF BRONZED GIANTS MOVES ON
 TO HUNT MORE BLACK GOLD... JUST FOR
 THE THRILL OF FINDING IT!



Join the devil-may-care drifters of the oil fields as they put new thrills into nature's most thrilling adventure!



"Get out before the well explodes!"

**JOHN
 GARFIELD**
**FRANCES
 FARMER**
**PAT
 O'BRIEN**

"FLOWING GOLD"

REX BEACH's immortal story
 of real men...and their women.

RAYMOND WALBURN · CLIFF EDWARDS · TOM KENNEDY
 Directed by **ALFRED GREEN** · A WARNER BROS. - First National Picture
 Screen Play by Kenneth Gamet



Mat 302 — 11 inches x 3 columns (465 lines) — 45c

"WE DON'T WANT THE OIL...
JUST GIVE US THE THRILL OF FINDING IT
...THEN MOVING ON TO LOOK FOR MORE!"



JOHN
GARFIELD
FRANCES
FARMER
PAT
O'BRIEN

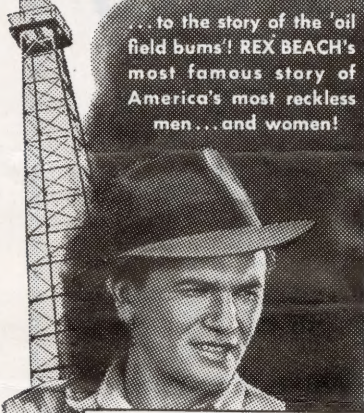


REX BEACH'S most famous story, with
RAYMOND WALBURN - CLIFF EDWARDS - TOM KENNEDY
Directed by ALFRED GREEN - A WARNER BROS. - First National Picture
Screen Play by Kenneth Gamet

Mat 201 — 11 inches x 2 columns (312 lines) — 30c

THRILL

to the story of the 'oil field bums'! REX BEACH's most famous story of America's most reckless men... and women!



JOHN
GARFIELD
FRANCES
FARMER
PAT
O'BRIEN



"FLOWING GOLD"

with
RAYMOND WALBURN - CLIFF EDWARDS - TOM KENNEDY
Directed by ALFRED GREEN
A WARNER BROS. - First Nat'l Picture
Screen Play by Kenneth Gamet

Mat 101
8 inches (113 lines) — 15c

OIL!
Ablaze
with
Thrills!

A Roaring
Gusher of
Entertain-
ment!



From REX BEACH's Immortal Thriller!
"FLOWING GOLD"

with
Raymond WALBURN - Cliff EDWARDS - Tom KENNEDY
Directed by ALFRED GREEN
A WARNER BROS. - First Nat'l Picture
Screen Play by Kenneth Gamet

Mat 103
7 inches (98 lines) — 15c

A GUSHER OF *Roaring* ENTERTAINMENT!

JOHN GARFIELD
FRANCES FARMER
PAT O'BRIEN

"FLOWING GOLD"

REX BEACH'S most famous story, with
 RAYMOND WALBURN · CLIFF EDWARDS · TOM KENNEDY
 Directed by **ALFRED GREEN** · A WARNER BROS. · First National Picture
 Screen Play by Kenneth Gamet

Mat 206 — 6 inches x 2 columns (170 lines) — 30c

A DIFFERENT BREED OF MEN AND WOMEN...
 LIVING FOR A DIFFERENT KIND OF THRILL!

JOHN GARFIELD
FRANCES FARMER
PAT O'BRIEN

"FLOWING GOLD"

in REX BEACH'S

with
 RAYMOND WALBURN
 CLIFF EDWARDS
 TOM KENNEDY
 Directed by **ALFRED GREEN**
 A WARNER BROS. · First National Picture
 Screen Play by Kenneth Gamet

Mat 205 — 7½ inches x 2 columns (206 lines) — 30c

EVEN MORE THRILLING THAN THE
 CRY OF "OIL!"...THE LIVES
 OF THE MEN WHO BATTLE FOR IT!

JOHN GARFIELD
 A good guy who gets bad breaks...
FRANCES FARMER
 One good break he's gotten...
PAT O'BRIEN
 And a tough break for anyone...

"FLOWING GOLD"

REX BEACH'S most famous story, with
 RAYMOND WALBURN · CLIFF EDWARDS · TOM KENNEDY
 Directed by **ALFRED GREEN**
 Screen Play by Kenneth Gamet · A WARNER BROS. · First National Picture

Mat 202 — 9¼ inches x 2 columns (258 lines) — 30c

JOHN GARFIELD
FRANCES FARMER
PAT O'BRIEN

"FLOWING GOLD"

with RAYMOND WALBURN
CLIFF EDWARDS
TOM KENNEDY
Directed by ALFRED GREEN
A WARNER BROS. - First National Picture
Screen Play by Kenneth Gamet

REX BEACH's immortal thriller —

They're bums..broke, homeless and alone.. but they're not jealous of the millions in black gold they find for others! Theirs is the thrill of finding it!

Warner Bros. logo

Mat 303 — 6¼ inches x 3 columns (261 lines) — 45c

JOHN GARFIELD
FRANCES FARMER
PAT O'BRIEN

● Wherever there's oil you'll find them...leaving gold and glory for others...asking only the thrills for themselves!

"FLOWING GOLD"

with Raymond WALBURN - Cliff EDWARDS - Tom KENNEDY
Directed by ALFRED GREEN
A WARNER BROS. - First Nat'l Picture
SCREEN PLAY BY KENNETH GAMET

Filmed from REX BEACH's greatest novel!

delete

Mat 203 — 5 inches x 2 columns (140 lines) — 30c

JOHN GARFIELD
FRANCES FARMER
PAT O'BRIEN

With thrills as great as its stars, the first story of the 'oil bums' roars to the screen!

"FLOWING GOLD"
By REX BEACH

with RAYMOND WALBURN
CLIFF EDWARDS
TOM KENNEDY
Directed by ALFRED GREEN
A WARNER BROS. - First National Picture
Screen Play by Kenneth Gamet

delete

Mat 204 — 4½ inches x 2 columns (124 lines) — 30c

JOHN GARFIELD
FRANCES FARMER
PAT O'BRIEN

GUSHERS!
FLAMING WELLS!
BRONZED GIANTS!

Rex Beach's Immortal Thriller!
"FLOWING GOLD"

with RAYMOND WALBURN · CLIFF EDWARDS · TOM KENNEDY
Directed by ALFRED GREEN
A WARNER BROS. - First Nat'l Picture
Screen Play by Kenneth Gamet

Mat 102
5¾ inches (81 lines) — 15c

LIVING FOR A DIFFERENT
KIND OF THRILL!

JOHN GARFIELD
FRANCES FARMER
PAT O'BRIEN
in Rex Beach's famous story!

"FLOWING GOLD"

RAYMOND WALBURN · CLIFF EDWARDS · TOM KENNEDY · Directed by ALFRED GREEN
A WARNER BROS. - First Nat'l Picture · Screen Play by Kenneth Gamet

Mat 207 — 2½ inches x 2 columns (68 lines) — 30c

OIL!

JOHN GARFIELD
FRANCES FARMER
PAT O'BRIEN
in Rex Beach's famous story!

"FLOWING GOLD"

Even More Thrilling Than
the Cry of 'Oil!'
...The Lives of the Men
Who Battle for It!

RAYMOND WALBURN · CLIFF EDWARDS · TOM KENNEDY · Directed by ALFRED GREEN · A WARNER BROS. - First Nat'l Picture
Screen Play by Kenneth Gamet

Mat 208 — 1¼ inches x 2 columns (36 lines) — 30c

EVEN MORE THRILLING THAN
THE CRY OF "OIL!"... THE LIVES
OF THE MEN WHO BATTLE FOR IT!

JOHN GARFIELD
FRANCES FARMER
PAT O'BRIEN
in
REX BEACH'S
"FLOWING GOLD"

with RAYMOND WALBURN
CLIFF EDWARDS · TOM KENNEDY
Directed by ALFRED GREEN
A WARNER BROS. - First Nat'l Picture
Screen Play by Kenneth Gamet

Mat 104
5 inches (69 lines) — 15c

**TWO ADS ON
ONE MAT**

Mat 107 — 15c

What a
THRILL!

JOHN GARFIELD
FRANCES FARMER
PAT O'BRIEN

"FLOWING GOLD"

by REX BEACH with
RAYMOND WALBURN
CLIFF EDWARDS
TOM KENNEDY

Directed by ALFRED GREEN · A WARNER BROS. -
First National Picture · Screen Play by Kenneth Gamet

Mat 106
3 inches (43 lines) — 15c

A Gusher of
ROARING
ENTERTAINMENT!

JOHN GARFIELD
FRANCES FARMER
PAT O'BRIEN

"FLOWING GOLD"

by REX BEACH with
RAYMOND WALBURN · CLIFF EDWARDS · TOM KENNEDY
Directed by ALFRED GREEN · A WARNER BROS. -
First National Picture · Screen Play by Kenneth Gamet

WHAT A THRILL!

JOHN GARFIELD
FRANCES FARMER
PAT O'BRIEN

"FLOWING GOLD"

by REX BEACH with
RAYMOND WALBURN · CLIFF EDWARDS · TOM KENNEDY
Directed by ALFRED GREEN · A WARNER BROS. -
First National Picture · Screen Play by Kenneth Gamet

JOHN GARFIELD
FRANCES FARMER
PAT O'BRIEN

A Gusher of
ROARING
ENTERTAINMENT!

"FLOWING GOLD"

by REX BEACH
with
RAYMOND WALBURN · CLIFF EDWARDS · TOM KENNEDY
Directed by ALFRED GREEN
A WARNER BROS. - First Nat'l Picture
Screen Play by Kenneth Gamet

Mat 105
4 inches (58 lines) — 15c

OIL!

JOHN GARFIELD
FRANCES FARMER
PAT O'BRIEN
in Rex Beach's famous story!

"FLOWING GOLD"

Even More Thrilling Than
the Cry of 'Oil!'
...The Lives of the Men
Who Battle for It!

RAYMOND WALBURN · CLIFF EDWARDS · TOM KENNEDY · Directed by ALFRED GREEN · A WARNER BROS. - First Nat'l Picture
Screen Play by Kenneth Gamet

Mat 304 — 2 inches x 3 columns (81 lines) — 45c



TRIPLE STAR TEAM—John Garfield, Frances Farmer and Pat O'Brien as the adventuresome trio who roam the Texas oil fields in search of "Flowing Gold." The screen version of the Rex Beach novel will show at the Strand.

Still FG101; Mat 210—30c

(Lead)

'Flowing Gold' Dynamic Action Film for Strand

The Strand Theatre will continue its new season parade of film hits so auspiciously begun with "All This, And Heaven Too," "My Love Came Back," and "They Drive By Night," with "Flowing Gold" starring John Garfield, Frances Farmer, and Pat O'Brien. The screen transcription of Rex Beach's widely read novel is to have its local opening on Friday.

The locale of the dynamic action-drama is Texas' great oil fields, the sprawling strip of land where men ruthlessly fight to capture flowing gold — the rich black oil that has lain in waiting since prehistoric time to gush geyser-like into the air.

Against this vivid background is painted the enthralling story of love, greed, and high adventure. John Garfield and Pat O'Brien are seen as itinerant oil workers who meet and fall in love with Frances Farmer, beau-

tiful daughter of their eccentric prospecting employer. In a series of swiftly-paced scenes the pair saves the girl's wells from conniving rivals, and again come to her rescue when the wells are set aflame. The likeable trio are well suited to their parts, Garfield and O'Brien having had a great deal of experience in rugged, virile, roles, while Miss Farmer will be remembered by many filmgoers as the lovely outdoor heroine of Edna Ferber's "Come And Get It", a hit of several years ago.

The eagerly-awaited film includes such names as Raymond Walburn, Cliff Edwards, the late Granville Bates, Jody Gilbert, Tom Kennedy, and William Marshall in its supporting cast. Proof of the film's technical accuracy lies in the fact that an actual oil well was built for the production. Alfred Green directed from Ken Gamet's script.

THE STORY

Johnny Blake (John Garfield), misfit and drifter, is forever hiding from police, having killed a man in self-defense. The young fugitive saves the life of Hap O'Connor (Pat O'Brien), gruff though kindly oil foreman. The pair later meet in the Texas oil fields as employees of "Wildcat" Chalmers (Raymond Walburn) eccentric prospector and father of Linda (Frances Farmer) whom Johnny and Hap both love. When Hap is seriously injured Johnny takes over and successfully drills oil. In a smashing climax where-in Johnny eludes an avalanche to save the burning wells, he and Linda realize that their only chance for happiness lies in exoneration, and unafraid, they face the future together.

Frances Farmer Is Center of Triangle In 'Flowing Gold'

Did you ever hear the one about the Farmers' daughter, Frances? She's the girl who was accused of slinging mud at Hollywood, and on her return had to sprawl flat in the muddy streets of a movie town in her first picture, "Flowing Gold", opening at Strand Theatre on Friday, in which she plays the center of a romantic triangle which is completed by John Garfield and Pat O'Brien. Moreover, this was only one of the many rough-and-tumble scenes she had to play in the lusty saga of the Texas oil fields.

She took it good naturedly because her conscience was clear.



Still FF8; Mat 110—15c
FRANCES FARMER

To a reporter Frances Farmer said, "The screen is naturally a more important medium than the stage for the simple reason it reaches more people. The legitimate theatre is my hobby and sometimes it is very easy to become more enthusiastic about hobbies than work."

Miss Farmer hails from the state of Washington which is noted not only for its delicious apples but also its beautiful girls. She entered the University of Washington and worked her way through as a movie usherette, tutor, radio artist, and dramatic coach. She graduated with honors and soon after won a popularity contest conducted by a local newspaper. The prize was an extensive trip through Europe.

When she returned to New York City, she was tested by Paramount studios and signed to a contract. Many movie roles followed. In 1937 Clifford Odets was casting his play, "Golden Boy," and when he saw Miss Farmer on the screen, he immediately started negotiations to obtain her for the leading feminine role. The play was a hit for two seasons. But she's back in Hollywood for keeps now, Frances avers.

"Flowing Gold" is an outdoor story of men and women who wrest adventure and oil from the depths of the earth.

O'Brien Stars in Lusty Saga of Texas Oil Wells

The gruff, rough roustabout oil well foreman starring with John Garfield and Frances Farmer in "Flowing Gold", which opens at the Strand Theatre next Friday, is movie favorite Pat O'Brien, who has established some sort of record with his long list of starring roles since he first took Hollywood by storm in "Front Page".

On the "Flowing Gold" set recently, Pat reminisced about the days when sledding wasn't so smooth—when he was willing to give up what seemed a promising legal career to pound Broadway pavements, hound managers and producers and live in stagnant theatrical boarding houses, fighting for his "break".

Pat said, "I had tired of contracts, torts and common law. I had set out to be a lawyer because my father and mother had always thought their son should be one." But after a family conference, he was given the necessary fees and expense money to enter the Sargent School of Drama in New York City.

In the following years, prospects seemed pretty glum, as meals were skipped as often as not. For a while he shared a hall bedroom with another chap who wanted to be an actor, named Spencer Tracy. They paid \$5 a week for the room, when they could scrape together

\$5. When they couldn't, they'd usually moved in with other actors until side jobs would turn up.

One friend of those days to whom Pat is eternally grateful is Frank McHugh. Frank introduced Pat to a pretty little actress who is now Mrs. O'Brien.

Pat isn't depressed when he thinks of those days. He gets a boot out of them. Claims that every knock and experience had its compensation. Now, Pat's thoughts occasionally go toward retirement. A happy retirement, Pat said, comes when one has "lined his walls with pictures, his mind with memories and his life with friends."

Screen Tough Guys Co-Star at Strand

They may murder people, beat them up, foreclose mortgages, frame boxing matches, slap women in the face and talk back to policemen, but underneath these acts of violence you will find these screen tough guys are the nicest people in the world. Two very good examples are Pat O'Brien and John Garfield, starring with Frances Farmer in Warners' "Flowing Gold", a thrilling saga of the Texas oil country and the men who roam it in search of oil, which opens at the Strand Theatre next Friday.

O'Brien can be as tough as anybody, as he is in "Flowing Gold", but he doesn't throw a scare into the people who work with him. He has yet to hear anyone on the lot call him "Mr. O'Brien." He's Pat to the boys.

A young actor who is famed for his down-to-earth ways and rough mannerisms, if necessary, is John Garfield. He actually is a quiet spoken fellow, the pet of the writers on the lot with whom he lunches most of the time. He takes their "gags" with good grace, which is proof of his amiable nature, since no gags on the face of the earth can be so telling as the ones thought up by the brilliant wits of the scenario department.

Real Oil Well Built For 'Flowing Gold'

Expensive sets in Hollywood usually conjure up something like a DeMille version of a Babylonian bathroom, but dull, drab and ordinary as the oil well which was constructed for "Flowing Gold" looks, it represents an investment of \$80,000 to Warner Bros.

Erected at the 300-acre studio ranch in Calabasas, the well is entirely practical, (except for oil) complete with steam press boilers, lifts and drills, pipe, etc. It even includes the small "taperscrew," the safety patent device from which Howard Hughes has derived much of his fortune.

It would have been possible to lease a well in one of the nearby oil fields for the picture, which stars John Garfield, Pat O'Brien and Frances Farmer, at the slightest fraction of this cost, but the script calls for the well to be fire-blasted and the risk of the conflagration spreading would have been too great. The film is scheduled to open on Friday at the Strand Theatre.

Garfield Leads Group

New York Group Theatre graduates have been following John Garfield into Warner Bros. pictures in increasing numbers. Featured with Garfield and Pat O'Brien in their current vehicle, "Flowing Gold", is Frances Farmer of "the Group." Miss Farmer starred with Garfield in the New York Group Theatre.



Still FG54; Mat 209—30c
MEN WHO BATTLE FOR OIL often battle each other. Pat O'Brien has John Garfield down but not out in this scene from "Flowing Gold," which goes into the Strand Theater on Friday.

THE CAST

Johnny Blake	JOHN GARFIELD
Linda Chalmers	FRANCES FARMER
Hap O'Connor	PAT O'BRIEN
"Wildcat" Chalmers	Raymond Walburn
"Hot Rocks"	Cliff Edwards
"Petunia"	Tom Kennedy
Charles Hammond	Granville Bates
Tillie	Jody Gilbert
Collins	Edward Pawley
Mike Branigan	Frank Mayo
Joe	William Marshall
Luke	Sol Gorss
Nurse	Virginia Sale
Sheriff	John Alexander

PRODUCTION

Directed by ALFRED GREEN

Original Story by Rex Beach; Screen Play by Kenneth Gamet; Associate Producer, William Jacobs; Director of Photography, Sid Hickox, A.S.C.; Art Director, Hugh Reticker; Dialogue Director, Hugh MacMullen; Film Editor, James Gibbon; Gowns by Howard Shoup; Sound by Stanley Jones; Makeup Artist, Perc Westmore; Special Effects by Byron Haskin, A.S.C. and William Van Enger, A.S.C.

EXPLOITATION

Street Ballies

Lobby Stunts

Staff Plugs for Film

OIL TRUCK PLUGS TITLE

A local oil truck will get lots of attention driving through town plastered with notices telling the meaning of the FLOWING GOLD it carries and tying-in with the theatre by a poster reading "FLOWING GOLD from the fields of Texas . . . On the way to the Strand Theatre, where John Garfield, Pat O'Brien and Frances Farmer star in . . . FLOWING GOLD!"

FLOWING GOLD LOBBY DISPLAY

Eyecatching lobby display that sells picture's title to patrons can be constructed with a bubbling, gold-tinted water display in your lobby. The water will bubble if you put in a cake of dry ice. Set up in lobby week in advance of playdate and surround with scene stills and selling lines.

GOLD LINE POINTS THE WAY

Paint wavy gold or yellow line on sidewalks leading to the theatre, with this copy: — "Follow the FLOWING GOLD line to the Strand Theatre." Or use yellow arrows with above copy pointing the way to your theatre. Be sure your stencil is large and clear enough to be seen. Spot it in key points and main intersections.

OIL DRILLERS SPREAD THE NEWS

Have a couple of toughs rigged up in oil drillers' outfits — oil drenched dungarees, boots, tools strapped to belts, etc.—walk streets with a poster reading: "We've struck oil! There's a gusher of entertainment in 'FLOWING GOLD,' with John Garfield, Pat O'Brien and Frances Farmer, now playing at the Strand Theatre." The tougher they look the better, make 'em really dirty.

OIL WELL ON WHEELS

Frame work of oil well on wheels, rigged up with poster cutouts and large shingle in front identifying it as "claim office," tours town. Copy sells:—"Avoid the rush! Stake your claims here and see 'Flowing Gold' at the Strand Theatre." Pretty girl hands out heralds.

GOLD DIGGERS TOUR THE TOWN

Pretty gals dressed as prospectors with straw hats, overalls, etc., lead mule or horse through streets in busy section of town. Banner reads, "Calling all gold-diggers! There's 'FLOWING GOLD' at the Strand Theatre!" Have them stop on busy corners and distribute heralds to the passersby with a verbal plug.

On Making Potential Customers **TICKET BUYERS**

Our business is advertising, not running theatres. But when patrons telephone to ask, "What's playing tonight?" and they get a short answer such as, "Flowing Gold", an action picture," then we realize that advertising IS a very important part of running a theatre, because the best information about the picture was not given. Matter of fact, the "life-blood" of theatre operation is advertising.

Therefore, make it a point to instruct your staff—every employee who comes in contact with your customers—on how to answer questions about current and coming attractions. We mean ALL attractions, not only Warners'; but Warners' especially, at ALL times.

Simply post copies of the statement (on right), where it can be seen by all employees; hand copies to your ushers, cashiers, doormen and front men.

Of course the right "personality" behind this statement will do much to make it ring. In this way you have a better chance of making potential customers ticket buyers.

IMPORTANT NOTICE TO ALL EMPLOYEES

When answering inquiries about "FLOWING GOLD", please give the following information:-

" 'FLOWING GOLD' STARS JOHN GARFIELD, FRANCES FARMER AND PAT O'BRIEN.... IT IS A PICTURIZATION OF ONE OF THE BEST-LOVED STORIES BY REX BEACH.... ABOUT THE GREATEST FIGHT FOR OIL EVER FILMED....IT'S FULL OF ACTION AND ROMANCE....THE KIND OF A PICTURE THAT WILL GIVE YOU A LOT OF THRILLS AND ENTERTAINMENT."

(Opening day)

Rex Beach Novel 'Flowing Gold' on Screen at Strand

"Flowing Gold" thrilling saga of life and love in the Texas oil fields opens at the Strand Theatre today. The highly lauded Warner Bros. film transcription of Rex Beach's immortal novel stars John Garfield, Frances Farmer, and Pat O'Brien.

The new motion picture largely concerns itself with Johnny Blake, John Garfield's role, an iconoclastic young drifter doomed to the life of a fugitive after killing a man in self-defense. In his wanderings about the country he meets up with Hap O'Connor, played by Pat O'Brien. Hap's rough exterior hides a heart of gold, and he is extremely grateful to Johnny after the latter saves his life in a free-for-all brawl.

Complications arise when both men fall in love with the beautiful and vibrant Linda Chalmers, played by Frances Farmer, daughter of their eccentric employer. The pair save her oil wells from the machinations of a conniving rival and manage to capture flowing gold — the rich black Texas oil.

West Coast critics are unanimous in their praise of "Flowing Gold," referring to it as one of the most exciting action-dramas of the year. They were particularly impressed with the performances of John Garfield and Pat O'Brien as the honest, rugged oilmen. Much space was also devoted to mention of beautiful Frances Farmer's flawless portrayal after a too-long absence on the New York stage.

In addition to its three dynamic stars, "Flowing Gold" features such well-known supporting players as Raymond Walburn, Cliff Edwards, Tom Kennedy, the late Granville Bates, Jody Gilbert, William Marshall Sol Gorss, Virginia Gale, and John Alexander. Alfred Green directed from a screen play by Kenneth Gamet based on the Rex Beach novel.

Even Lightning Behaves Itself For Film Makers

Lightning struck precisely where Hollywood wanted it to strike and the 90-foot derrick of Linda No. 9, where Pat O'Brien had just brought in a gusher, responded in the night like an overcharged sparkplug, spurted into flames 150 feet high as the gas cut loose, and toppled in flaming wreckage.

Ten cameras got it. This was the climactic flash to the film currently showing at the Strand — "Flowing Gold", with O'Brien, John Garfield, and Frances Farmer, not to mention fifty stunt men who, for extra fees, defied the explosions.

One hundred sticks of dynamite were needed to simulate lightning. Twenty sticks blew off the top of the derrick when electrician Mark Thomas pressed a switch. Other caches of explosives burst from top to bottom as the flames scorched up.

The scene was one of the most spectacular and one of the most dangerous ever filmed. Shock of the detonations was felt for thirty-five miles. More than 400 studio workers, hiding like jackrabbits in the Calabasas Hills on the Warner Bros. ranch were deafened and splattered with dirt as the successive shocks went off.

Two ambulances and two fire trucks stood by, but there were no casualties to be taken care of and no fires to be put out.



Still FF6; Mat 212—30c

FRANCES FARMER returns to Hollywood after numerous Broadway triumphs to star with John Garfield and Pat O'Brien in the exciting action film, "Flowing Gold," which opens today at the Strand Theatre.

(Review)

'Flowing Gold' at Strand Is Fast, Exciting Action

John Garfield, Frances Farmer, Pat O'Brien, Head Film Cast

"Flowing Gold," a lusty saga of love and adventure in the western oil fields, made its local debut at the Strand Theatre last night to an audience that responded eagerly to the many daring, action-jammed situations.

Heading the cast of the Warner Bros. film are Pat O'Brien, John Garfield, and lovely Frances Farmer. This talented triumvirate play their roles to the hilt, gearing their performances to the exciting tempo of plot and direction.

O'Brien is seen as Hap O'Connor, a capable oil foreman, while Garfield is cast as Johnny Blake, young iconoclast, friendless and alone in the world. He has accidentally killed a man, and the ensuing hardships endured have caused him to wear a perennial chip on his shoulder. He and O'Brien meet in a western boom town, and despite occasional flashes of temperament, become attracted to each other. When Hap meets with a serious drilling accident, Johnny takes over as foreman.

Additional trouble begins when the young drifter and the gruff oil well foreman fall in love with Linda Chalmers, played by Frances Farmer. Linda is a strong-willed, vibrant girl with the quick discernment born of a childhood among men.

Nevertheless she is a woman at heart, and her love affair with Johnny is one of the romantic high spots of the exacting film.

In addition to the fast-moving story, the camera captures some of the most astounding shots of the year, — a huge overpowering avalanche that almost comes between the two lovers, the unique thrill of tapping a new oil drum and seeing the dark fluid shooting geyser-like into the air, the uninhibited rowdiness of a free-for-all among men who love to fight — proof that the world of greasy derricks and thumping machinery is an exciting and breathtaking one.

Pat O'Brien and John Garfield deliver forthright, steady performances as the hardworking oil men in love with the high-spirited prospector's daughter. In the latter role Frances Farmer, back in Hollywood after two years of successful Broadway appearances, proves to be an engaging blonde foil for the male stars. An excellent supporting cast including Raymond Walburn, Cliff Edwards, the late Granville Bates, Tom Kennedy, Jody Gilbert, and William Marshall give immeasurable aid to the exciting proceedings, while Alfred Green's direction keeps pace with the lightning action of the story.

"Ukelele Ike" Comes Back!

Cliff Edwards, the man who banged out a million dollars playing the ukelele — and was euchered out of it playing the bangtails, still strums his hand-ful of catgut with the scatter-logical abandon that made him a Ziegfeld star, but he seldom gets a chance to perform in motion pictures. He was happy when Warners re-wrote the script of "Flowing Gold" to include some eight bars of ukelele plunking. "Flowing Gold" is the current Strand picture, which stars John Garfield, Frances Farmer and Pat O'Brien.

He liked the scene not at all, however, when he discovered what was to happen.

Cliff is entertaining the boys in the oil well bunk house when Pat O'Brien enters, frowning.

"Say, why don't you smash that blame thing?"

"OK boss, whatever you say."

And Cliff, following the script, breaks the instrument across his knee.

All told, he broke eight ukeleles beyond possible repair before director Al Green was satisfied with the scene. This made Cliff Edward sad, but he had the tag line. He says:

"Sall right. With all the sugar we got coming in from this oil well, I can get me a zillion ukeleles—and when you got a zillion ukeleles, boy, that's all there is!"

Cliff's eyes pop when he dreams of a zillion ukeleles.

"Flowing Gold" is a lusty epic of the men who roam the Texas oil country in search of the black gold, hunting for thrills and danger, rather than dollars. Based on the famous novel by Rex Beach, which was adapted for the screen by Kenneth Gamet, Alfred Green directed.

Tough Guy Garfield Can Toss a Mean Rhumba!

John Garfield as a dancer may sound odd at first thought, but it isn't. Garfield, now playing in Warner Bros.' "Flowing Gold" which opens today at the Strand Theatre, performs an adept rhumba in a bar room scene, and, what's more important, is thoroughly acquainted with Russian ballet.

He was a pupil of the great teacher Mordkin of the Moscow Art Theatre School in New York when he was seventeen years old. He was to become a dancer, but preferred to act.

Garfield, who recently signed a new deal with Warners which will permit him to do four New York stage plays during the next six years, announced that he will play the title role in Clifford Odet's "Nijinsky" for Oscar Serlin as his first.

Nijinsky himself, who has recently been released from a Swiss sanitarium, was at first considered for the part, but it has just been learned that United States immigration statutes make it impossible for him to enter this country.

The "Nijinsky" role is one that Garfield has coveted for years, he said, because it portrays not only the life and decay of a great artist but because it also brilliantly presents the era

of the 1890's as no other medium could present it.

When asked if Garfield's recent stab at Broadway in "Heavenly Express"—a play acclaimed by critics the least likely to win the Pulitzer Prize—wasn't enough to discourage him, the actor said, "I wanted to do that play. It was the kind of play that had to be done. Somebody had to do it."

"Clifford Odets thought so too. When we were about to close in New York, he came back stage one night and told me to keep it going. He put up his own dough and kept it going, too."

"It was interesting, and I learned a great deal. I'm glad I did it, and I'd do it again."

In "Flowing Gold," Garfield shares starring honors with Frances Farmer, another Broadway recruit, and Pat O'Brien. The picture is based on the well-known novel by Rex Beach.

Alfred Green One Of Film Industry's Veteran Directors

Pat O'Brien, rehearsing a fight scene with John Garfield for "Flowing Gold" at Warner Bros., remarked that it reminded him of his favorite screen memory, the free-for-all in "The Spoilers."

Alfred E. Green, the director picked up his ears and said, "I shot a lot of that stuff."

O'Brien retorted, "I'm talking about the first time they made the picture, 25 years ago."

"That's what I mean, too," Green said and hauled forth his wallet to show a torn, faded snapshot showing him with William Farnum on the improvised set used in the old picture. Green was an assistant director then at \$25 per week, and was entrusted with megaphoning much of the fight footage.

Green is one of the veterans in the film industry. Born in Perris, California, he got his first job in 1912 with the Selig Polyscope Company. Directed Colleen Moore, Thomas Meighan and Mary Pickford in many of their silent films. When talking pictures came in, he became one of the most sought-after directors in Hollywood. Directed several George Arliss films, including the famed "Disraeli."

A free-lance worker, he has made pictures at nearly every one of the major studios. Warner studio officials were so pleased with his directorial job on "Flowing Gold," the picture opening at the Strand today, that they immediately signed him to direct "East of the River" which goes into production shortly.

Not Even Six Lessons

Unbothered by a wisecracking audience, John Garfield learned to rhumba in ten minutes on Stage 18 at Warner Bros. just in time to dance for the first time before any camera in "Flowing Gold", the film coming to the Strand next Friday. Garfield caught on so quickly that they accused him of having rhumba'ed before. Garfield swore that he had never before attempted the dance.

Who's Imitating Who?

Cliff "Ukelele Ike" Edwards was improvising a number on the "Flowing Gold" set at Warner Bros.

"What's the name of that?" Pat O'Brien asked. "It's catchy."

Edwards strummed a few chords, shook his head, and admitted he didn't know. "Must be something I picked up from those Hawaiians who're always imitating me."

Film Thrills Mount As Oil Well Burns

Hugh Kent, mining engineer who has followed the flowing gold wherever oil wells are drilled, brought in a gusher, and the next day saw his well struck by lightning and the derrick destroyed by fire—all without ever bringing up a drop of real oil.

It happened on the "Flowing Gold" location on the Warner Bros. Ranch. Oil under pressure shot up ninety feet for the gusher scene. One hundred sticks of dynamite detonated the next evening for the fire spectacle. Hugh Kent was sad.

"I was down a hundred and fifty feet," he mourned. "I actually got that far. And the chances of striking oil are just as good in these hills as anywhere else in California. If this picture had lasted a few more days—who knows? We might have struck."

"Flowing Gold" stars John Garfield, Frances Farmer and Pat O'Brien, and currently showing at the Strand Theatre.

Pat Says Au Revoir

When Pat O'Brien ended his current picture—Warner Bros.' "Flowing Gold", which opens at the Strand Theatre next Friday —and his contract on the same day, he declined to say formal good-byes to anybody. A little sentiment, a little superstition, he explained. So his farewells to Frances Farmer, John Garfield and others on the set consisted of "Good Lucks" and "I'll-be-seeing-you's".

Not Such a Farmer

Frances Farmer, currently in Warner Bros.' "Flowing Gold", now at the Strand, traveled 12,000 miles to make the 1,200 mile journey from her home in Seattle, Washington, to Hollywood. After winning a popularity contest, she was awarded a trip through Europe, and while abroad met a producer who arranged for a test when she subsequently arrived in New York.

Famed Novel on Screen

"Flowing Gold," the new picture at the Strand Theatre starring John Garfield, Frances Farmer and Pat O'Brien is adapted from one of the most widely read of Rex Beach's novels.

EXPLOITATION

**Oil Flask Giveaways
Selling the Author
Gas Station Tie-Up**

JARGON QUIZ SELLS TITLE

Sell film's title through newspaper or program contest on descriptive expressions. There are two columns of terms — contestants must match these correctly. Use expressions such as —

Flowing Gold	Oil	Kelly or Skimmer	Hat
Snow	Narcotics	Hen Fruit	Eggs
Java	Coffee	Sugar	Money
Mississippi Mud	Bad Coffee	Lamps	Eyes
Benny	Overcoat	Soup and Fish	Full Dress Suit

OIL TOWN OUT FRONT

Make your theatre front boom-town in atmosphere. Blow-ups of stills, plant oil cans, parts of well constructions, tools, etc., on display. Have flashily dressed promoter barking. Pick up ad lines as "Gushers! Flaming Wells! Bronzed Giants!" and "The story of gallant, reckless, foolish 'oil bums' "for barker's talk.

TINY OIL FLASKS FOR GIVEAWAYS

Tiny flasks of crude oil make sure-fire giveaways. The oil you can promote from your local fuel oil dealer and the bottles from a local druggist. Accompanying tag carries picture plug on one side and credits for material on the other.

Hunt for Local He-Man

Since oilmen are noted for their fortitude and hardy physiques, find "he-man" who best fits these specifications: Height, 6' 1"; Neck, 17", Chest, 45"; Biceps, 16"; Waist, 32"; Thighs, 23"; Weight, 188 lbs. Newspaper's health editor should be interested in interviewing winner in lobby, asking him to what he attributes his good health.

KIDS BUILD MODEL OIL DERRICK

Picture suggests something unique in model building — a derrick model contest. Promote it through schools and newspapers. Models are displayed in lobby.

GAS PUMPS DISPLAY TITLE

Tie-up with local gasoline stations to placard gasoline pumps "Flowing Gold." Back this up with posters and heralds explaining what "Flowing Gold" is as a product and as a movie. Offer some equitable tie-up for advertising product in and around your theatre. You might want to arrange for "A-board" displays of action scene stills from picture near the gas pumps.

Play Up Beach's Novel

"Flowing Gold" is the thrilling screen transcription of Rex Beach's famous novel. Capitalize on this in the following ways:

1. Spot theatre ad on newspaper's book page.
2. Get 40 x 60 announcements on bulletin boards in libraries.
3. Blow up page from book in lobby and surround with scene stills pertinent to text.
4. Arrange for co-op newspaper ads with book dealer.
5. Window and counter displays.
6. Make bookmarks from one of the ads, to be distributed in rental and public libraries.

FIND BEST LIKED OIL WORKER

If you're in an oil locality how about promoting contest to see who's the strongest, most popular oil worker in town?

CONTEST WITH OLD OIL CANS

Filling stations use their discarded oil cans to make many queer figures. Sponsor a contest among local gasoline stations for the most unusual creations.

INTERVIEW LOCAL PROSPECTOR

Oil prospector or descendant of someone who participated in oil search might be living in town. His story will make interesting feature for newspaper or radio interview.

Garfield Is Like That

He'll Go Back To The Stage Once
In A While Even If Plays Flop

Back in Hollywood after more or less profitable engagements on the Broadway and Chicago stages are John Barrymore, Paul Muni, Fredric March and John Garfield.



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They had various measures of success. Barrymore stuck tongue-in-cheek and ad libbed himself right back to Hollywood, where, with tongue still deeper in profile, he's doing "The Great Profile."

Paul Muni made no money but the critics liked him. Fredric March did all right.

None of these people, according to their recent statements, wants to go back to Broadway. They'll stay in Hollywood and make pictures—and glad of the chance. Broadway, somehow, wasn't as satisfactory as they

thought it might be. None, that is, except Garfield—whose play didn't succeed at all.

Garfield, who has had an extraordinary life, insists upon being extraordinary about this. In the first place, he has just bought a home in San Fernando Valley, plans to make his permanent home in California and motion pictures his chief career. But nothing in the world, apparently, is going to prevent him from doing a stage play now and then.

His flop was called "Heavenly Express." "I've wanted to do that play for seven years," he said. "It was the kind of play that had to be done. Somebody had to do it."

"It was interesting and I learned a great deal. I'm glad I did it and I'd do it again."

According to Garfield's new arrangement with Warner Bros., he'll be permitted to do four plays during the next six years. His newest picture is "Flowing Gold," at the Strand, in which he appears with Pat O'Brien and Frances Farmer. He is scheduled for several more including "East of the River."

Lady Barber Gets Her Man in Strand's 'Flowing Gold'

Whether a business woman can have a proper love life is something novelists like to write about in career vs. marriage serials. Business usually loses out. But when the business woman happens to be a lady barber she has certain definite advantages.

You'll find her in "Flowing Gold," a story of the oil fields starring John Garfield, Pat O'Brien and Frances Farmer, currently showing at the Strand. She's Tillie, the lady barber, real name Jody Gilbert, heart throb of Hot Rocks Harris, real name Cliff Edwards.

The boys are getting set for a stomp-down dance at the local bar and Hot Rocks comes into the barber shop to get prettified. He slumps into the chair and sings out:

"Make it snappy—I got a date with rootin' tootin' cutie tonight what's gonna stand the boys on their ears. Say, when she walks in on that dance there's gonna be a riot and I aint presumin'."

A large hand reaches through the door, preceding an enormous woman. It's Tillie, She's about the size of Kate Smith. She grabs a razor. She speaks:

"So you got a date with a rootin' tootin' cutie—you double-crossin' two-timin' oil-soaked Casanova!"

Tillie brandishes the razor. "Promise to marry me and run out on me, willya? You one-cylinder gigilo! No one can trample with my affections and get away with it."

Hot Rocks shrinks weakly down into the chair.

"Boys," he says, "boys, I want you to meet my fiancee."

When it comes to combining love and business, lady barbers have a definite advantage.

Raymond Walburn Cashed in Bad Luck

Raymond Walburn, currently playing a typical role as the glib, fast-talking oil promoter in "Flowing Gold" for Warner Bros., is a towering example of a man who turned adversity into triumph.

Eighteen years ago, he scraped together \$1000 with which to get married. But just a week before his date at the church, he ended up, quite abruptly, at the wrong end of a deal in the wheat market that was "sure" to triple his investment "inside of thirty days."

He had been a romantic lead on the stage up to that point, but shortly later when casting began for the main role in a play called "Gilding the Lily," he felt sure he could play it—the part of a slick "con" man. All he had to do was remember his late, very much absentee, partner.

It worked, and he's been collecting on it ever since.

Hollywoodians Honest, Says Director Green

Hollywood is the most honest town in the world, or has weak eyesight—or maybe Alfred Green just happens to be one of the luckiest of people.

Green, who directed "Flowing Gold" now at the Strand, had need of \$1,500 cash over the week-end. He made a hurried trip to his bank on Saturday, got the money in twenty dollar bills, stuffed it into a pants pocket, and hurried to keep a date.

He parked his car just off of gone for three hours.

When he returned his \$1,500 was lying scattered on the front seat.

"It must have been in plain sight of at least a thousand passersby," Green said.



Still FG30; Mat 211—30c

THE BARBER IS A LADY—Jody Gilbert wields a wicked razor on her somewhat worried client, Tom Kennedy while Cliff ('Ukelele Ike') Edwards waits his turn in this comedy scene from "Flowing Gold" at the Strand.

CURRENT SHORTS

Elmo Lincoln, the screen's first Tarzan and a reigning star of the D. W. Griffith era of 20 years ago, started his career all over again at 50. While working as an ordinary extra in "Flowing Gold," Lincoln, now 50, revealed that he had just enrolled in the Kosloff school of drama, and will study elocution and diction along with kids as young as 16 who aspire to a screen career.

Oddly enough, the physique which gained him the cognomen of "the human Atlas" is still put to use, for he was required to carry 170-pound Pat O'Brien across the mud-sloshed streets of a Texas oil boom town in the character of a "walking taxi."

* * *

"Be yourself" is a very common admonishment in Hollywood, but Virginia Sale lives in dread of ever hearing it from a director. For the actress, currently in "Flowing Gold" at the Strand, has been characterizing other people all her life on the stage and screen, and fears she hasn't the faintest idea in the world about how she would go about playing herself.

The niece of the late famous comedian, Chic Sale, she got her start in her home town of Urbana, Ill., mimicking the local characters at school shows and benefits. Now she is on call at the studio casting offices for a list of 23 distinct characters, ranging from a giddy society debutante of 16 to a gangster's moll and a great-great grandmother of 88.

* * *

Convinced the world situation will result in a definite back-to-the-earth movement, John Garfield revealed he'd acquired an option to buy a 300-acre farm near Lake Bomboen in the Green Mountains of Vermont.

The star, currently in "Flowing Gold" at the Strand, also is planning to build a home here in the San Fernando valley, and this will be the first time that this real life "dead end" kid has ever lived in a house of his own.

* * *

Ida Lupino says she has wanted to do a picture with John Garfield ever since she saw him in "Four Daughters." Garfield says that wish—in reverse—goes double with him since he's seen Miss Lupino in "They Drive By Night." Which makes it nice for Warner Bros. which has them both under contract.

* * *

Meeting Reginald Sheffield on the "Flowing Gold" set at Warner Bros., Pat O'Brien greeted him with a "hello pop." Sheffield's two sons, Johnny and Billy, played O'Brien as a boy in "Knute Rockne-All American."

Jody Gilbert, whose hilarious scene in "Flowing Gold" comes when she slaps a hot towel on Cliff Edward and scrapes his jowls with a dull razor, says she is in pictures today because in Texas she was a little fat girl.

"Yep, and I'm still a big gal," says Jody, who hefts at about Kate Smith tonnage. "But when I was a little girl in Texas and our dancing teacher gave recitals, she let all the other kids dance—but me. She stuck me out front to say a funny piece. The audiences rather liked it, a little fat girl in pigtails. So that's how I became an actress."

* * *

William Marshall, Warner Bros. effervescent young romantic discovery, enthusiastically went out and bought himself two new sports outfits, one business suit, a tuxedo and full dress outfit after being notified he was set for his first important role in "Flowing Gold," starring John Garfield, Pat O'Brien and Frances Farmer.

Sore indeed was his distress when he got his script and found that throughout the picture all he wore was a battle-scarred pair of corduroy pants, a torn blue work-shirt and a weather-worn pith helmet.

* * *

In the days of the "flapper" generation, the older folks used to shake their heads sadly and protest that "nothing any good" would ever come of the thousands of young ukelele "bugs." But Cliff "Ukelele Ike" Edwards, currently in "Flowing Gold" at the Strand, and the man who started it all, has proof to the contrary. He just received a letter from Wilbur Walsh, of Buffalo, one of his main disciples of "the poor man's banjo" in the old days, that he has been elevated to head the "Elixir fly spray company."

* * *

Bill Marshall, Warner contract player who is being groomed for stardom, plans to make his permanent home in Hollywood. On the set of "Flowing Gold," currently at the Strand, Marshall told friends that he had sent for his one year old Irish Setter, Baron Gore the Second, who is in Louisville, Kentucky. The dog's father won the championship of England and United States in his class. Marshall's dog is insured for \$1,000.

* * *

Cliff Edwards spied Frances Farmer in a fluffy organdie dress silhouetted against brilliant sunshine on the "Flowing Gold" set at the Warner Ranch. Cliff's reverent tribute was this:

"Ah, me, behold God's gift to young men with grateful eyes."

Farmer's Daughter Does Alright in Hollywood!

When Miss Josephine Doakes wins her state popularity contest or Miss Rosebud Butterfinger becomes Apple Blossom Queen, admiring friends and aunts tell her she ought to be in pictures.

Maybe she ought, but the percentage of local beauty and popularity winners who get to Hollywood is woefully small. There seems to be a jinx. Most of them who come adventuring to California end up serving hamburgers in drive-in joints.

There are exceptions. There was Ginger Rogers, whose cute knees won a Charleston contest in Texas and sent her on her way. And there's Frances Farmer, now being starred opposite John Garfield and Pat O'Brien in "Flowing Gold" at the Strand Theatre. Frances won a popularity contest in Seattle, but that, as they say, aint the half of it. The trick seems to have been to get as far away from

Hollywood as possible, and Frances certainly did that.

She went to Europe, not knowing that she was really on the way to Hollywood.

There was a gentleman on the boat named Dr. George Gladstone. He saw our Frances silhouetted in the moonlight against a Pacific night at sea, and murmured, "That girl ought to be in pictures." Upshot of that was that Dr. Gladstone wrote to Shepard Traube, and Shepard Traube arranged a screen test, and Frances passed it and signed with Paramount.

She had some background for acting, having worked her way through the University of Washington as a dramatic coach, movie usher, radio artist, and tutor. Her natural equipment consists of hazel eyes, five feet and six inches of curvaceous figure, and reddish blonde hair. And she can sing.

Actors Are People Too

by Pat O'Brien

(Currently starring in 'Flowing Gold' at the Strand)

I like people—lots of people. That includes actors. As a lot they are the finest group of people in the world, the most generous, the most patient, unswervingly loyal to their friends, their profession and their public.

The first professional actor I ever met was Jimmie Gleason. The Marquette University Dramatic Club was "touring the world"—a very limited



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world not far removed from my home town of Milwaukee. Jimmie happened to drop in during one performance. He said "Hello" to me after the performance and added the most persuasive words I have ever heard: "Drop in and see me if you're ever in New York."

But I had no intention of being an actor then. In any event, I soon tired of torts and con-

tracts and common law. I had set out to be a lawyer because my father and mother had always thought their son should be one. After a family conference, our plans were changed and I entered the Sargent School of Drama.

My first discovery that "actors are people" came when I took Jimmie Gleason at his word and asked him for a job not long after I was out of the Sargent School. He remembered his implied promise, which wasn't really a promise at all, and got me a place with his stock company. I learned quickly about actors from then on.

I must name Spencer Tracy as a classic example of actor-friendship. I lived with him for a time in a New York hall bedroom for which we paid \$5 a week when we could scrape \$5 together.

And there is Frank McHugh, as regular a guy as ever forgot to take his grease paint off at night. There is Jimmy Cagney, with whom I've worked in more pictures than there are fingers on my hands. He stacks up, in my estimation, as among "the best people" in any list.

EXPLOITATION

Action Herald
Radio Plug
Stars & Title Exploittips

Spot This Radio Plug

Plug your show by spotting this radio announcement. Start with sound effect of hissing oil gusher, over which announcer picks up —

"Oil! But even more thrilling than the cry of 'Oil!' are the lives of the men who battle for it! Drifting from boom town to boom town go a strange race of men and women — the 'oil bums' — who'd rather have danger than dollars, fun than fortune. The story is told daringly, dramatically, in Warner Bros.' thrilling screen version of Rex Beach's 'FLOWING GOLD,' starring John Garfield, Pat O'Brien and Frances Farmer, which opens at the Strand Theatre next Friday."

STAR QUIZ CARRIES NOVEL TWIST

Novel handling is what we think makes this contest. Instead of answers going to newspaper, they are dropped in oil drums which are placed in front of theatre, newspaper office, gasoline stations, public square, and every other spot which will get most attention. Contest idea is simply to state correct answers to questions printed in local daily. Guest tickets or prizes promoted from cooperating dealers go to persons submitting correct sets of answers.

1. Have John Garfield and Pat O'Brien appeared together in pictures prior to "Flowing Gold"? (Yes. "Castle On The Hudson")
2. What was the title of the film version of a famous Edna Ferber novel where Frances Farmer made her first big Hollywood hit? ("Come And Get It")
3. Did John Garfield ever play the part of a Mexican? If so, name the film. ("Juarez")
4. Name a great film wherein Pat O'Brien portrayed a priest. ("Angels With Dirty Faces," "Fighting 69th")
5. In what recent film did John Garfield appear opposite Anne Shirley? ("Saturday's Children")
6. The film "Flowing Gold" is also a novel of the same title. Who is its author? (Rex Beach)
7. Name the comedy actor known as the voice of Jimminy Cricket in "Pinocchio," who is also known as Ukelele Ike. (Cliff Edwards)
8. In what two films did John Garfield appear opposite Priscilla Lane? ("Four Daughters," "Daughters Courageous" and "Dust Be My Destiny")
9. What actor and actress who appeared on the Broadway stage in "Golden Boy" are reunited in "Flowing Gold"? (John Garfield and Frances Farmer)
10. What is the meaning of the expression "Flowing Gold," which has been used for the title of the new Warner Bros. film, starring John Garfield, Pat O'Brien and Frances Farmer? (Oil)

Official Billing

WARNER BROS.	40%
Pictures, Inc. Presents	5%
JOHN GARFIELD	} Each 100%
FRANCES FARMER	
PAT O'BRIEN	
in	
"FLOWING GOLD"	100%
By Rex Beach	25%
with	
RAYMOND WALBURN—CLIFF EDWARDS	10%
TOM KENNEDY	
Directed by Alfred Green	25%
Screen Play by Kenneth Gamet	3%
A Warner Bros.-First National Picture	5%

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Other Accessories on Facing Page and Back Cover →

FANS IDENTIFY PAST HITS

For a fan contest, have readers identify stills from Garfield's and O'Brien's past hits. (They appeared together in "Castle On the Hudson.") Readers are asked to name the film from which the scene appears, also the leading lady.

TITLE CUE FOR JEWELER TIE-UPS

The screenplay's title suggests a good advertising slant for window display tie-ups. Have apparel shops display an all gold window of jewelry and novelties with stills and playdate.

Vitaphone Shorts

BROADWAY BREVITIES tells the story of "Service with the Colors" in technicolor, as seen by four typical American youths. 5008—Broadway Brevities—20 minutes.

MELODY MASTERS swings with "Ozzie Nelson and Orchestra," in a program of popular melodies. 5509—Melody Masters—10 minutes.

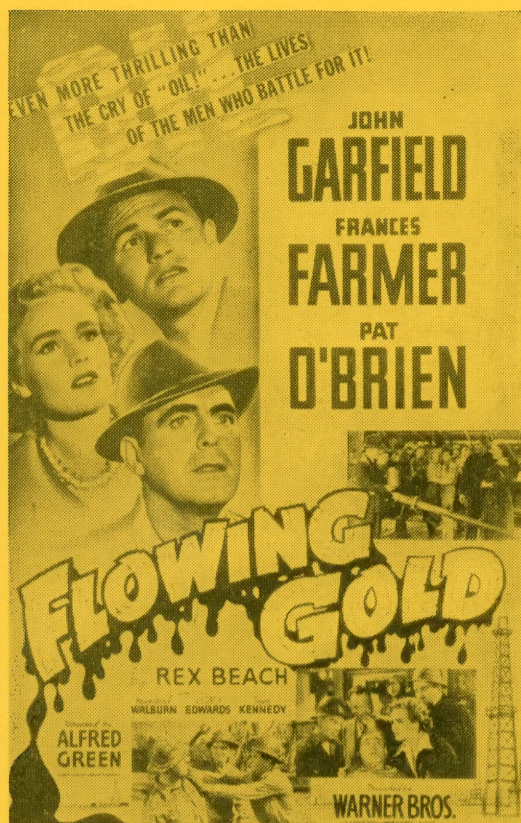
COLOR PARADE stars Asta and all the "Famous Movie Dogs" in a beautiful technicolor short—a story of career dogs. 5410—Color Parade—10 minutes.

LOONEY TUNES follows "Patient Porky" to a hospital, where the patient patient loses patience. 5616—Looney Tunes—7 minutes.

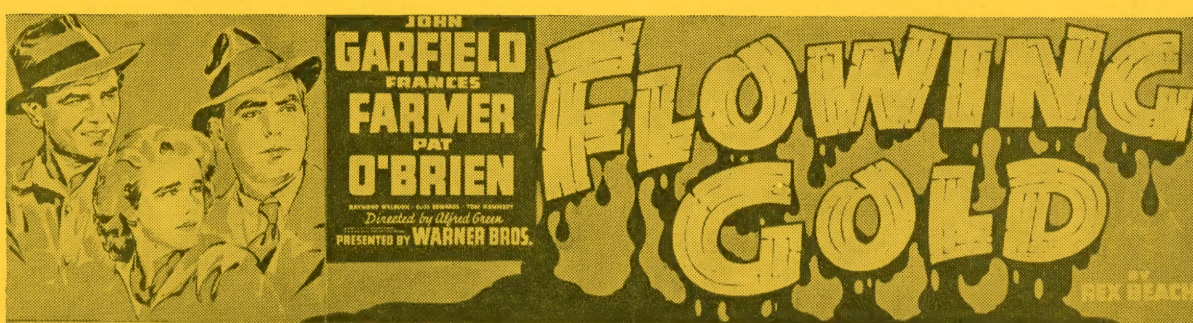
MERRIE MELODIES' "Ceiling Hero" is a burlesque on test pilots, parachute jumpers and stunt men. 5326 — Merrie Melodies—7 minutes.

There Should Be A Patriotic Short on Every Program . . . Book Warners!

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40 x 60 ACTION DISPLAY
Photo Gelatin—Silk Screen Com-
bination . . . Rental: 75c each



24 x 82 SILK SCREEN DISPLAY . . . Rental: 75c each



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Rental: 50c each



24 x 60 SILK SCREEN DISPLAY . . . Rental: 50c each

Available Only at Vitagraph Exchanges

2 WINDOW CARDS



REGULAR CARD

1 to 49..... 7c each
50 to 99..... 6c each
100 and over..... 5 1/2c each

SLIDEPrice: 15c
Flash your message in
your lobby and from your
screen with this slide.

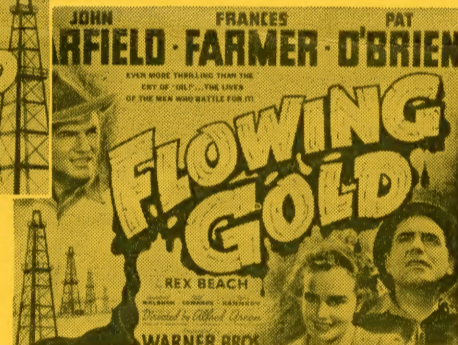


MIDGET CARD

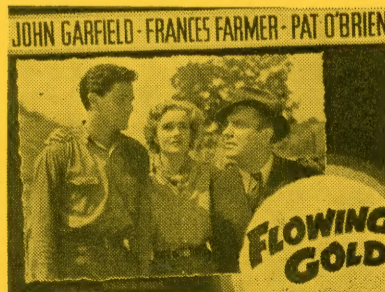
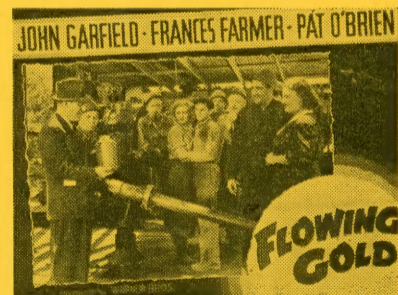
Price: 4c each



2 COLORED 22 x 28's
Rental: 20c each



8
COLORED
11 x 14's
Rental:
35c for set



INSERT CARD
Rental: 12c each

GARFIELD, O'BRIEN STAR PORTRAITS AND FAN FOTOS NOT ILLUSTRATED

11" x 14" autographed color glos star portraits of John Garfield and Pat O'Brien: 1 to 9—35c each; 10 to 24—30c each; 25 and over—20c each. Also available in 8" x 10" size at 15c each. 8" x 10" signed fan foto of John Garfield: 1,000 to 2,000—\$4.40 per M. Lower prices on larger quantities. Check with your Vitagraph ad-salesman.

A **OIL!**
BLACK GOLD!
 AND THE LIVES OF THE MEN
 WHO BATTLE FOR IT!

John
GARFIELD
 Frances
FARMER
 Pat
D'BRIEN



FLOWING GOLD

by REX BEACH
 with RAYMOND WALBURN
 CLIFF EDWARDS
 TOM KENNEDY
 Directed by Alfred Green

WARNER BROS.



B JOHN GARFIELD - FRANCES FARMER - PAT D'BRIEN

C What a Thrill!
 THIS ROARING GUSHER OF ENTERTAINMENT

JOHN GARFIELD
 FRANCES FARMER
 PAT D'BRIEN

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D

This is the story of the gallant, reckless, foolish 'oil bums' through whose hands millions flow, in whose hearts adventure beats!

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Action Posters!

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